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APR 23 2007

Appl. No. 09/874,853  
Docket No. 8552  
Submission of Amendment with Filing of RCE dated 4/23/2007  
Customer No. 27752

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-26 (Canceled)

27. (Currently Amended) A method of collecting testing data from a panelist relating to an identifiable characteristic of a product comprising the steps:  
~~providing a purchase environment module having instructions for generating a virtual purchase environment;~~  
~~providing a panelist interface configured to receive panelist input and configured to receive and display the virtual purchase environment;~~  
~~providing a panelist with at least one question relating to an identifiable characteristic of a product and receiving an answer to at least one of said questions through said panelist interface;~~  
~~generating and displaying a virtual purchase environment based at least in part on said answer to said question;~~  
~~collecting a panelist's interactions with said virtual purchase environment; and~~  
~~providing a research module in communication with said panelist interface to receive panelist input relating to said interaction with said system.~~  
a) displaying a visual image of the product on an Internet Web site, viewable by the panelist, wherein the product comprises an identifiable characteristic;  
b) providing a question to the panelist about the identifiable characteristic of the product viewable by the panelist;  
wherein the identifiable characteristic of the product is chosen from packaging of the product, location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof;  
c) obtaining an answer from the panelist to the question provided the panelist about the identifiable characteristic of the product.

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Claims 28-36 (Canceled).

37. (New) The method of claim 27, wherein the identifiable characteristic of the product comprises packaging.

38. (New) The method of claim 27, wherein the visual display of the product further comprises shelves, wherein the product is shelved on at least one shelf of the shelves, and wherein other products are shelved on the shelves.

39. (New) The method of claim 38, wherein the identifiable characteristic of the product is chosen from location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof.

40. (New) The method of claim 39, further comprising the step of providing a reward to the panelist for participating in the data collection.

41. (New) The method of claim 27, where the virtual visual display further comprises a shopping stimulus, wherein the shopping stimulus is chosen from a coupon, sign, banner, advertisement, or combination thereof.

42. (New) The method of claim 27, wherein the panelist is asked a question on the Internet Web site, wherein the question is designed to screen-in or screen-out the panelist.

43. (New) The method of claim 27, wherein the Internet Web site is viewable by the panelist at a kiosk, computer, personal digital assistant, cell phone, automobile computer, interactive television, Internet appliance, or combinations thereof.

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44. (New) A method of obtaining testing data from a subject comprising the steps:

- a) presenting a virtual image to a subject of a test product on at least one shelf of a plurality of shelves, wherein the shelves further comprise other products;
- b) eye tracking the panelist with an eye tracking device while presenting said virtual image to the panelist to obtain eye tracking data.

45. (New) The method of claim 44, further comprising the step of blood pressure monitoring the subject with a blood pressure monitoring device while presenting said virtual image to the panelist to obtain blood pressure data.

46. (New) The method of claim 44, further comprising the step of heart monitoring the subject with a heart monitoring device while presenting said virtual image to the panelist to obtain heart monitor data.

47. (New) The method of claim 45, further comprising the step of heart monitoring the subject with a heart monitoring device while presenting said virtual image to the panelist to obtain heart monitor data.

48. (New) The method of claim 44, further comprising the step of monitoring the subject with a device while presenting said virtual image to the panelist to obtain an excitement level.

49. (New) The method of claim 44, wherein the product further comprises an identifiable characteristic, wherein the identifiable characteristic of the product is chosen from price, packaging, location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof; and further comprising the steps:

- (i) providing a question to the panelist about the identifiable characteristic of the product viewable by the panelist;

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(ii) obtaining an answer from the panelist to the question provided the panelist about the identifiable characteristic of the product.

50. (New) The method of claim 45, wherein the product further comprises an identifiable characteristic, wherein the identifiable characteristic of the product is chosen from price, packaging, location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof; and further comprising the steps:

(i) providing a question to the panelist about the identifiable characteristic of the product viewable by the panelist;

(ii) obtaining an answer from the panelist to the question provided the panelist about the identifiable characteristic of the product.

51. (New) The method of claim 46, wherein the product further comprises an identifiable characteristic, wherein the identifiable characteristic of the product is chosen from price, packaging, location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof; and further comprising the steps:

(i) providing a question to the panelist about the identifiable characteristic of the product viewable by the panelist;

(ii) obtaining an answer from the panelist to the question provided the panelist about the identifiable characteristic of the product.

52. (New) The method of claim 49, wherein the identifiable characteristic of the product is chosen from packaging of the product, location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof.

53. (New) The method of claim 50, wherein the identifiable characteristic of the product is chosen from packaging of the product, location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof.

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54. (New) The method of claim 51, wherein the identifiable characteristic of the product is chosen from packaging of the product, location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof.